GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:745
ANSWERED ON:16.08.2007
TOURISM OFFICES ABROAD .
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Will the Minister of TOURISM be pleased to state:

(a) whether there is need to strengthen the tourism offices abroad to boost the tourism ;

(b) the steps taken by the Government in this regard during the last three years; and

(c) the success achieved by the Government with the steps taken ?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT.AMBIKA SONI)

(a) and (b): In order to boost tourism and to strengthen the offices, the Ministry of Tourism regularly reviews the functioning of its 13 overseas India Tourism Offices and allocates funds accordingly.The Ministry of Tourism, through its Indiatourism Offices abroad has undertaken a series of promotional activities in tourist generating markets overseas.These activities include advertising, participation in fairs and exhibitions,organising seminars, workshops and road shows, publication of brochures, joint advertisement support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

(c): Details of foreign tourist arrivals and foreign exchange earnings for the last three years is given below:

Year	Foreign tourist arrivals	Foreign exchange earning (Rs. in crore)
2004	3.46 Million	21603.00
2005	3.92 Million	25172.25
2006	4.43 Million	29603.56
2007(till July)	2764361	18258.57